

O Acupuncture Needles...And Hooney's

"ORDINARY PEOPLE"

GILBERT & SULLIVAN

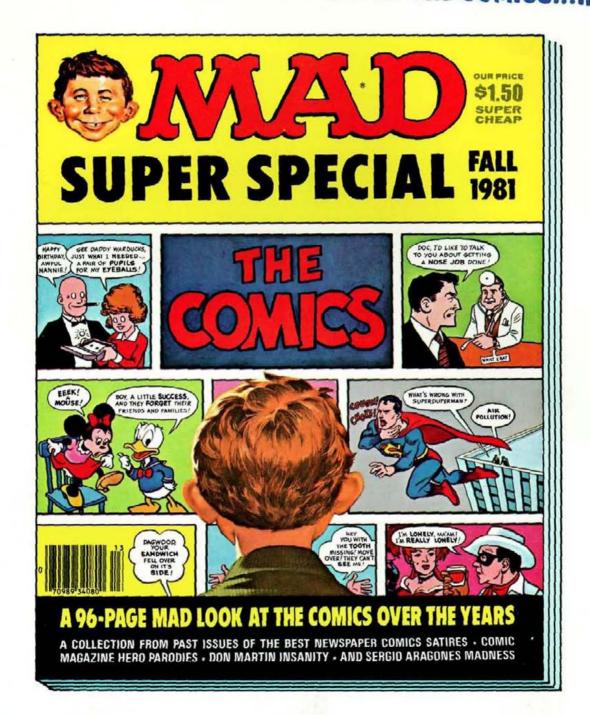
DON MARTIN

DAVE BERG SERGIO ARAGONES

...and the usual gang of idiots are also in this issue

STRIP TEASERS!

...MAINLY WE BUMP AND GRIND UP THE COMICS...IN...



TAKE IT OFF...YOUR FAVORITE NEWSSTAND NOW!!



"Some modern housewives are the kind who put off today what their husbands can do over the weekend!"-Alfred E. Neuman

WILLIAM M. GAINES publisher

ALBERT B. FELDSTEIN editor

JOHN PUTNAM art director LEONARD BRENNER production NICK MEGLIN senior editor

DEDOLO EVE WEW DEDARTMENT

JOHN FICARRA associate editor

JACK ALBERT lawsuits GLORIA ORLANDO, CELIA MORELLI and CHRIS GAINES subscriptions

CONTRIBUTING ARTISTS AND WRITERS

the usual gang of idiots

DEPARTMENTS

The Lighter Side
CREEP IN THE HEART OF TEXAS DEPARTMENT "Dullus" (A MAD TV Show Satire)
DON MARTIN DEPARTMENT One Morning On A Street Corner 11 One Afternoon In The Far East 23 Late One Evening On Death Row 48
EDIFICE WRECKS DEPARTMENT The MAD Sale Of Expendable American Properties, Landmarks and Monuments
FROM HERO TO THERE-O DEPARTMENT Unsung "Crossings"
GETTING IT OFF THEIR CHEST DEPARTMENT T-Shirts Through The Ages
HOKEY FOCUS DEPARTMENT Still More Candid Snapshots of Historical Celebrities 38
LETTERS DEPARTMENT Random Samplings Of Reader Mail
MARGINAL THINKING DEPARTMENT "Drawn-Out Dramas" By Aragones**
NO CONFIDENCE GAME DEPARTMENT How Can You Possibly Believe ?
PATENT BLENDING DEPARTMENT New Inventions To Make Old Inventions Practical
POETIC JUSTICE DEPARTMENT A "Let The Punishment Fit The Crime" Up-Date
"POINT" OF ORDER DEPARTMENT "The Old Gray Line" (A Traditional West Point Movie)17
"POINT" OF DISORDER DEPARTMENT "The New Gray Lne" (A Modern West Point Movie)
THAT'S THE WAY THE KOOKIES CRUMBLE DEPARTMENT "Extraordinary People" (A MAD Movie Satire)

MAD (ISSN 0024 9319) is published monthly except February, May, August and November by E.C. Publications, Inc., 485 Madison Avenue, New York, N.Y. 10022. Second Class Postage paid at New York, N.Y. Subscription in U.S.A.: 12 issues \$10.75. Outside U.S.A.: 12 issues \$12.00. Entire contents copyright @ 1981 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address changes to MAD, 485 Madison Avenue, New York, N.Y. 10022. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictious. A similarity without satiric purpose to a living person is a coincidence, Printed in U.S.A.

**Various Places Around The Magazine

VITAL FEATURES

"DULLUS" (A MAD TV Show Satire) Pg. 4





A MAD LOOK AT T-SHIRTS THROUGH THE AGES Pg. 12

"THE OLD GRAY LINE" & "THE NEW GRAY LINE" Pa. 17





ANOTHER DAVE BERG'S "THE LIGHTER SIDE" Pg. 26

"LET THE PUNISHMENT FIT THE CRIME" UP-DATE Pg. 31





"EXTRA-ORDINARY PEOPLE" (A MAD Movie Satire) Pg. 41

WHY KILL YOURSELF?



JUST BECAUSE YOU MISSED THE LAST ISSUE AT THE NEWSSTAND?

SUBSCRIBE TO



AND HAVE IT MAILED TO YOUR HOME!

MAD

M A D 485 MADison Avenue New York, N.Y. 10022

I enclose \$10.75*. Enter my name on your subscription list, and mail me the next 12 issues of MAD Magazine.

NAME___ ADDRESS. CITY___ STATE___

ZIP.

"In Canada, \$12.00 in U.S. Funds, payable by International Money Order or Check drawn on a U.S.A. Bank. Outside U.S.A. and Ganada. \$12.00, payable by International Money Order or Check drawn on a U.S.A. Bank. Allow 10 weeks for subscription to be processed. We cannot be responsible for cash lost or stolen in the mails, so CHECK OR MONEY ORDER PREFERRED!

PRICE SLASHED!

Yep. . . in many of his famous horror movies, vincent Price was slashed by one friend or another! Too bad we're not doing that to the price of our full-color portrait of MAD's "What — Me Worry?" kid, Alfred E. Neuman, suitable for framing or lining bird cages or whatever! For yours, mail: 50¢ for one, \$1.05 for 3, \$2.15 for 9, \$4.35 for 27 or \$8.75 for 81 to: MAD. 485 MADIson Avenue, N.Y., N.Y., 10022.



LETTERS DEPT.



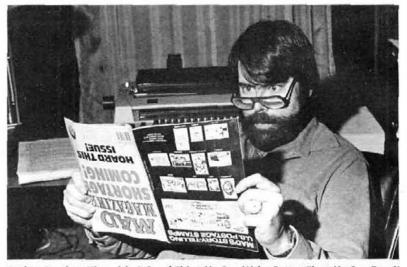
"THE SHINER"

Your version of "The Shining" killed me! Danny Franklin Memphis, TN

KING-SIZE COMMENT

As you can see by the enclosed photo, when it comes to satire, I really know which way is up—which is probably why I enjoyed "The Shiner." You guys are the same lovable cretins I remember from my youth! To prove how much I enjoyed the parody, I'm sending all those "things" from the Overlook Hotel (plus some folks from the little town of 'Salem's Lot) to pay you a little visit. They'll arrive after sundown, I think, What, you worry?

Stephen King Author, "The Shining" Bangor, ME



Author Stephen King—It's A Good Thing He Can Write Better Than He Can Read!

THAT'S THE WAY IT IS

Boy, was I surprised! During a recent photo secession with Walter Cronkite for the Washington Journalism Review, right there on his wall was a poster for America's perennial presidential candidate Alfred E. Neuman! Now that we know who Walter was really supporting, I can understand why he didn't look too happy when he had to report that Reagan won!

Donal F. Holway

New York, NY

"THE MAD STOPWATCH"

"The MAD Stopwatch" was ahead of its time! Carter Jones Nunda, NY

39.3 seconds . . . the amount of time it takes for you to lose interest when writing a letter to MAD Ma

> Tom Enders Ottawa, Canada



Above: For The First Time, America's Two Most Trusted Men In The Same Room

MAD SHORTAGE?!?

Whaddya mean there's gonna be a MAD shortage?!? With the Commies, Iran, inflation, OPEC, and doggie-doo, we can't afford to have a shortage of MAD-ness

Clark Oliver Chevy Chase, MD

Not to criticize the great United States but, if there is a shortage of MAD Magazine, where is Ronald Reagan going to get his ideas to help our nation?

Doylestown, OH

NOTHING TO FEAR BUT . . .

"MAD's New Phobia's for the '80's" was one of the best features you've done in a long time. Keep up the good work and do more. David Brady

Upland, CA

Receivaphobia: fear of clods writing in suggestions for new phobias that are as funny as the ones you printed in the first place.

Rocklin, CA

Bangbangaphobia: fear of continuing to hear the question, "Who shot J.R.?"

Stacy Black Alto, TX

Hostiphobia: fear of being taken hostage the minute you step foot into another country.

Robert Fontaine South Weymouth, MA

ANOTHER SATISFIED READER

I must congratulate you on finally printing something worthwhile to read in your magazine. Your "Statement of Ownership, Management and Circulation" was excellent! Russell Melton

Palo Alto, CA

"CRAPPER JOHN, M.D."

Stan Hart's "Crapper John, M.D." was every bit as hilarious as his M*A*S*H*-UGA (MAD #166). Giving Jack Davis a turn as the illustrator was "just what the doctor ordered"! Neil N. Wahlert

Brush, Colorado

SMOKE GETS IN YOUR EYES

My compliments to Al Jaffee for his fold in in the March #221 issue. Besides being clever, it was also scientifically accurate! There is, indeed, increasing evidence that other people's cigarette smoke may be harmful to the bystander's health. Of course, we all know that the smoke is harmful to the smoker! It's hard to understand why so many people deliberately pollute their own personal air supply.

Kathleen A. Meister Research Associate American Council on Science and Health New York, NY

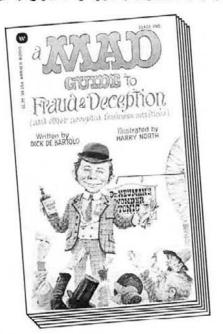
Please Address All Correspondence To: MAD, Dept. 223, 485 MADison Avenue New York, New York 10022

Unsolicited Manuscripts will not be returned unless accompanied by a self-addressed stamped envelope!

WHAT? Y'SAY YOU'RE NOT SATISFIED?! Y'SAY Y'WANT MORE FOR YOUR MONEY?!

TELL YOU WHAT WE'RE GONNA DO!

Step right up and get the perfect tonic for all the rotten FRAUD and DECEPTION that's plaguing us! Not only will you learn about the "pros" that "con" us, you'll also learn about HOW they con us so you won't fall for their lines! However, we WANT you to fall for OUR line and put down your hard-earned cash for the greatest rip-off of all time . . .



THE MAD FRAUD & DECEPTION

ON SALE NOW AT YOUR FAVORITE BOOKSTAND, OR YOURS BY MAIL

----- use coupon or duplicate -----

_				
	303	5		-
14	WIN	14	OH:	"
1.3	v_{22}	⁄π.	300	ינפ

485 MADison Avenue New York, N.Y. 10022

NAME	
ADDRESS	
CITY	
STATE	ZIP

PLEASE SEND ME	THE MAD GUIDE TO
END ME	FRAUD & DECEPTION

ALSO PLEASE SEND ME THESE OTHER ALL-ORIGINAL E PUBLIC WITH:

FRAUD & DECE	PTION MAD BOOKS THAT YOU'RE	CONNING THE PUBLIC WITH:
DON MARTIN Steps Out DON MARTIN Bounces Back DON MARTIN Bounces Back DON MARTIN Drops 13 Stories DON MARTIN Copts DON MARTIN Cooks DON MARTIN Cooks DON MARTIN Comes On Strong DON MARTIN Corries On DON MARTIN Steps Further Out DON MARTIN Steps Further Out DON MARTIN Forges Ahead DON MARTIN Digs Deeper DAVE BERG Looks at The US.A. DAVE BERG Looks at Things DAVE BERG Looks at Things DAVE BERG Modern Thinking DAVE BERG Modern Thinking DAVE BERG Looks at Living DAVE BERG Looks at Living DAVE BERG Looks Arounud DAVE BERG Looks, Listens & Laughs The All-New SPY vs. SPY SPY vs. SPY Follow Up File BOT MAD Dossier of SPY vs. SPY Str MAD Classified SPY vs. SPY	Sth MAD Report on SPY vs. SPY A MAD Look at Old Movies Return of MAD Old Movies MAD-Vertising A MAD Look at TV A MAD Guide to Leisure Time A MAD Guide to Self-Improvement AL JAFEE'S Snappy Answers AL JAFFE'S MAD Book of Magic More AL JAFFEE'S Snappy Answers AL JAFFEE'S Monstrosities Still More JAFFEE Snappy Answers AL JAFFEE MONITORING ORDINARY ARGONES'S WAD Inventions Lord!! Another JAFFEE Snappy Answers Aragones's "Viva MAD" Aragones's MAD about MAD Aragones's MAD-Ily Yours Aragones's In MAD We Trust Aragones's In MAD We Trust Aragones's Shootin' MAD Aragones's Shootin' MAD Aragones's MAD MAD MATIGNAIS Aragones'S MAD MATIGNAIS	MAD For Better or Verse Sing Along With MAD MAD About Sports MAD'S Talking Stamps The MAD Jumble Book More MAD About Sports MAD Word Power Politically MAD The MAD Book of Mysteries MAD Cradle to Grave Primer MAD Gradle to Grave Primer MAD Guide to Careers The MAD Survival Handbook History Gone MAD The MAD Worry Book MAD Stew The Sound of MAD MAD'S Turned On Zoo Clods' Letters to MAD Edwing's MAD Bizarre Bazaar

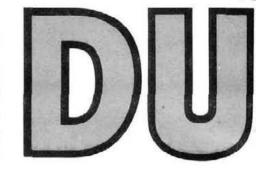
On orders outside the U.S.A., be sure to add 15% extra. Allow at least six weeks for delivery. I ENCLOSE \$1.50 FOR EACH (Minimum Order: \$4.50)

We cannot be responsible for cash lost or stolen in the Mails. Check or Money Order preferred!

CREEP IN THE HEART OF TEXAS DEPT.



TV programs about families have always been popular! The Nelsons, the Waltons, the Bradfords, the Ingles, the Cunninghams, etc., all these families had certain things in common: they were all happy, they all loved each other, and none of them had very much money! Now, a different type of TV family has emerged to capture the top ratings. These people are more like the Borgias than the Bradfords! These people hate each other, they're miserable, and they're filthy rich! Yep, we're talking about that nighttime "soap" about a typical Texas family, soaking in depravity and sex! Boy, when it comes to remembering that there are finer things in life, all that base immorality on the TV screen tends to numb us, to deaden us, to—





LLUS



I'm Nelly Phewing . . . and this is my Husband, Jerk! We're the proud parents of these fine specimens of Dullus manhood! Last season, my Son, J.D. was shot, and a lot of folks thought that maybe I did it! Now, that's downright embarrassing! I mean, if

I'd shot J.D., I wouldn't

have just WOUNDED HIM!

You may be wond'rin' why all the Phewing ladies are wearin' FUR COATS to this outdoor barbecue when the weather here in Texas is 110° in the shade! Well, we Phewings are SO RICH, the ENTIRE RANCH is air conditioned!

Score cards! Get your score cards here! You can't keep track of who's scoring with who without a score card!! Mornin' y'all! Sorry I'm late, but a Girl Scout came to the door and I swindled her out of her cookies! And then I had to break up a romance between Roy Greppser and Donna Pulverson!

Donna! You remember! Sam Pulverson's Widow! He was involved in that shady oil lease deal with me and Cess Pool, who was married to Messy! She's the gal who was cheatin' with Wary after he married Valvoline who was runnin' around with lawyer Phil Kleindingst!

By God, I can't keep track of these people! I shoulda bought me one of them score cards in the last panel!!



ARTIST: MORT DRUCKER WRITER: LOU SILVERSTONE

l've got some GOOD NEWS! Juicy has got herself engaged! Well, now! That IS good news!

I—I can't believe it! You're HAPPY I'm engaged?! Of course I am, Darlin'! I'm lookin' forward to the pleasure of breakin' it up, then destroyin' your fiancee and his entire family, including pets! But even worse than that, I'm gonna TELL you when your Bridal Shower is ... and RUIN your SURPRISE!

4, 28-

















Dammit, Spam! Our marriage is

fallin' apart! Now, I KNOW

Hmmm! Next week is

Booby's birthday! I



I TOLD you!!

Come to think of it WHY would I want to break up that marriage?

Grandma, the Phewings are so rich and beautiful!! How come everybody is so miserable??

That's 'cause the TV audience enjoys seeing rich people suffer! It makes their OWN dull lives seem more tolerable!



Would you believe my image is being ruined by that hockey puck wearing a Roy Rogers hat . . . that yo-yo who walks like his jockey shorts are twisted?!? Thanks to THAT dummy, people think I'M a NICE GUY!!

Well, it's not

all MY fault

Compared to him, we're ALL considered nice guys!!

Yeah? Well.

don't hold

The

eves

J.D., I've Lowland, this better be got important! I don't like to being disturbed when talk I'm doing important business like interviewing to you!! some new Secretaries!!

Secretaries?!? They look more like **Dullus Cheerleaders!**

On this show, all Gi'me a PHEW! the gals look like **Dullus Cheerleaders!**

Gi'me a J . . . Gi'me a D ...

Gi'me an ING!



Our project converting the John Wayne Memorial Park into a real estate development has hit a snag! The Alamo Sisterhood Society has vowed to stop us! They're threatening to chain themselves to the statue of Roger Staubach . . . !!

Of course. we COULD use the LAW, and have them removed LEGALLY!

LEGALLY? You must be KIDDING! Are you trying to ruin my reputation?! That's no problem! A.S.S. is a group of ladies, right?! I'll just turn on the old Phewing charm and seduce the gal in charge!

Uh . . . the Leader of the group is your Wife, Sullen!!

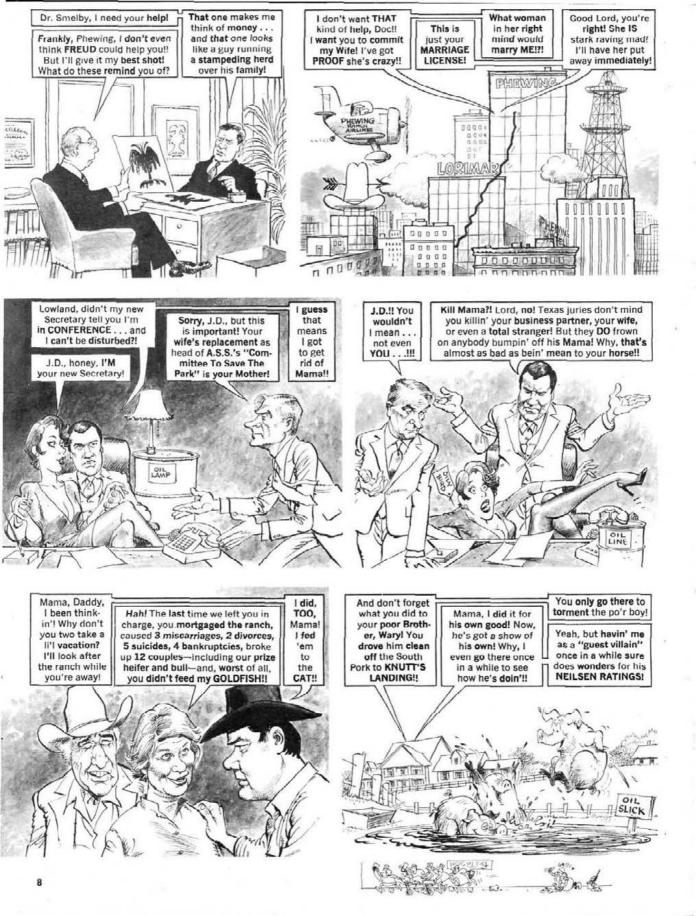
Well . . . now we DO have a problem! That's the ONE lady in Texas that I CAN'T sweet talk into bed!

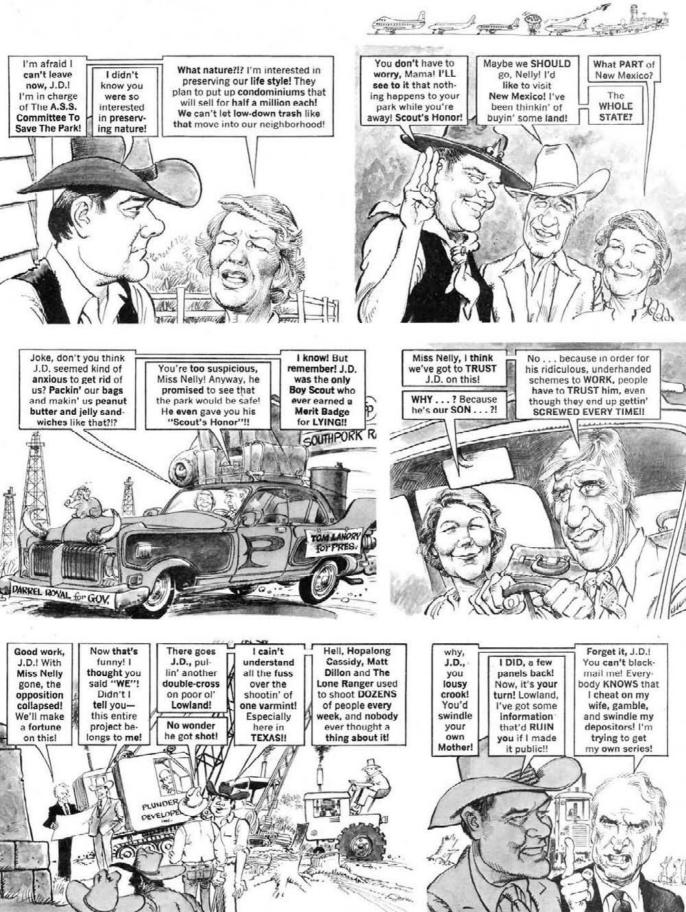
it! Hey, I think I've got it .

Hold







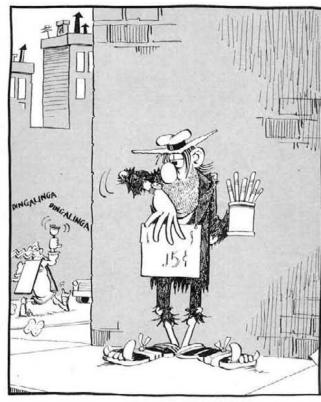




DON MARTIN DEPT. PART I

ONE MORNING ON A STREET CORNER









GETTING IT OFF THEIR CHEST DEPT.

DID YOU REALLY THINK THE T-SHIRT CRAZE STARTED ABOUT 5 YEARS AGO? WELL, SURPRISE!

T-SHIRTS TH



IT STARTED ABOUT 5000 YEARS AGO! AND IF YOU DON'T BELIEVE US, JUST LOOK AT THESE...

UGH THE AGES



PATENT BLENDING DEPT.

If "Good Old-Fashioned American Know-How" is all it's cracked up to be, then how come so many products turned out by "Good Old-Fashioned American Industry" fail to serve Mankind as well as they should? The answer is simple: American inventors are in such a rush to invent new inventions, they never take time

NEW INVENTION OLD INVENTION

RTIST: BOB CLARKE

TV LAUGH TRACK NEUTRALIZER



This much-needed electronic box is attached to any TV set, and can easily be adjusted to turn itself on when activated by shrieks of canned laughter from situation comedies. Gadget then drowns out those obnoxious fake giggles with less offensive noise, such as cats squalling, or truck brakes squealing.

SHUTTER-ACTIVATED LENS CAP REMOVER



As camera manufacturers labored to develop automatic focus, built-in exposure meters and other "fail-safe" innovations, they neglected the most important foolproofing device of all. This new invention protects the average clod from attempting to snap a picture before he remembers to remove the lens cap. The gadget consists chiefly of a steel spring attached to the shutter button. It miraculously whips off the forgotten lens cap a split-second before film is wasted taking an all-black shot.

GARBAGE DISPOSAL PRECIOUS METAL DETECTOR



Following a recent estimate that one billion dollars worth of sterling silver is accidentally dropped into garbage disposals and chewed up each year, scientists have developed this handy detector attachment, the piercing siren not only warns of imminent peril to silverware, but also sounds alarms for other metal valuables frequently dropped into the disposal, such as wedding rings, gold teeth and chrome-plated Masonic watch fobs.

DIGITAL WATCH READ-OUT BUTTON PRESSER



This newly-developed gadget is vital for use with digital wrist watches that only give the time when pressed with a finger of the other hand, and are therefore maddening to people who normally carry things. Similar in operation to a Chinese Back-Scratcher, the device is clenched between the teeth for easy watch-activation by those who want to know the time without having to set down their packages.

to perfect the inventions they've already invented. Clearly, our mechanical wizards need a breathing spell to do more work on their past discoveries before they hurry to bring us a rash of new unperfected gadgets. MAD envisions the better world we'll have once science comes up with these sorely needed . . .

ONS TO MAKE NS PRACTICAL

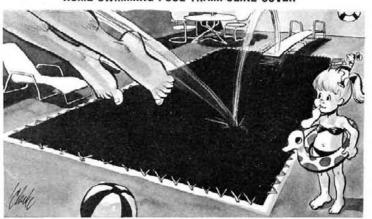
WRITER: TOM KOCH

CB RADIO TRANSLATOR & DICTION CLARIFIER



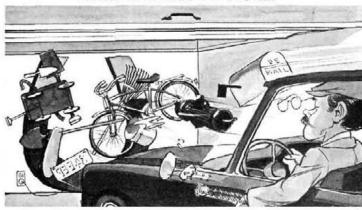
Recognizing the value of CB radio in keeping motorists informed, scientists also recognize the fact that most CB operators utter strange jargon in a Texas drawl that bears little relation to English. To bridge this gap in communication, this invention converts even the most obscure CB dialects into words and phrases that are easily understood by laymen living as far away as Cincinnati.

HOME SWIMMING POOL TRAMPOLINE COVER



The recent increase in the number of home swimming pools has brought an increase in the number of idiots who dive into them without stopping to check whether they're filled with water or not. The messy consequences are now preventable, thanks to this clever invention that automatically slides a large trampoline over the entire pool whenever it is drained, or when evaporation causes the depth of water to drop below an 18 inch danger point.

AUTOMATIC GARAGE FLOOR CLEANER



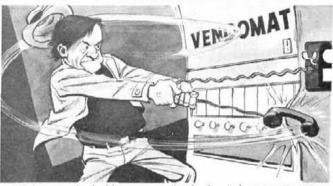
This handy device is the work of an inventor with four children who once asked himself, "What good is an Automatic Garage Door-Opener if I still gotta get out in the rain to tidy up the darn garage before I can pull the car in?" The result was a powerful electro-magnet, operating on the same wave-length as the Door-Opener, capable of sucking up objects as large as bikes, and slamming them against a rear wall where they can't be run over.

PRE-SET POWER LAWN MOWER CONTROLLER



This marvelous, minature, clock-like attachment enables the late-sleeper to secretly block the fuel line of any neighbor's gasoline powered lawn mower until a pre-set time, usually about ten A.M. A deluxe model is also available with an automated calendar that prevents the racket from starting even later on Saturday and Sunday.

VENDING MACHINE EMERGENCY TELEPHONE



Fitting snugly inside a conveniently located compartment, this phone provides gypped customers with a direct line to the head office of the vending company. Developed for the purpose of preventing damage to machines, and apoplexy to customers, the telephone enables those whose coins have been confiscated to tell the owner of the vending device exactly what they think of him and his @#\$% &# ?! machine.

ABSORBANT REST ROOM WALLPAPER



Basically, this useful invention consists of old-fashioned blotting paper—imprinted with a pastel flower design for public Ladies' Rooms, and hunting scenes for Men's Rooms. It was developed to accompany a less successful Rest Room invention: the blower-type hand dryer that doesn't really dry hands. Now, five to ten seconds of leaning against the absorbant wallpaper will complete the tedious job easily.

AUTOMATIC DOOR-OPENER WARNING



Ending years of embarrassment for shoppers who needlessly reach out to push open supermarket doors just before they open automatically, this clever device helps patrons avoid feeling foolish. The gadget operates on the same principle as the door-opener itself, but it detects approaching shoppers far enough away to warn them against making chumps of themselves by reaching out and pushing against empty space.

LATE NIGHT WRONG NUMBER ELIMINATOR



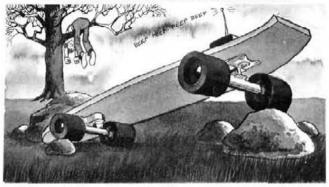
Operated automatically between Midnight and 8 A.M., this marvel tells dialers what number they've just called and gives them five seconds "grace period" to hang up if they dialed wrong. To add a note of urgency, the computerized voice also informs the caller that he can be arrested for disturbing the peace if he's dialed incorrectly and then fails to hang up before his victim's phone starts to ring.

THEN INDICATOR STEERING WHEEL SYNCHRONIZER



This new safety device comes as a welcomed blessing to the motorist sick and tired of confronting drivers who either turn without signalling, or blithely cruise straight ahead through intersections with their turn signals flashing. The synchronizer consists of touch steel connecting rods which force the wheels to take the car where the driver indicates he's going, even when he doesn't really plan to go that way.

SKATEBOARDER MEDICAL ASSISTANCE BEEPER



Radar technology has made this new safety device feasible. It accurately measures the distance that skateboarders are hurled through the air following clumsy accidents, and then alerts paramedics by beeper when the victim has been tossed more than 20 feet. A deluxe model is offered that beeps an orthopedic specialist when the body is thrown more than 50 feet, or pages a mortician when it exceeds one city block.

"POINT" OF ORDER DEPT.

With all the scandals that have rocked such "ivory pure" institutions as West Point of late, one cannot help but recall the innocence of those starry-eved. clean-cut cadets of old Military Academy movies like in this MAD version of

THE OLD GRAY LINE

How come

they're

ARTIST: ANGELO TORRES

Gosh, I

can

WRITER: LOU SILVERSTONE

He's colored! It's a new









I'm going to love it here with all



What

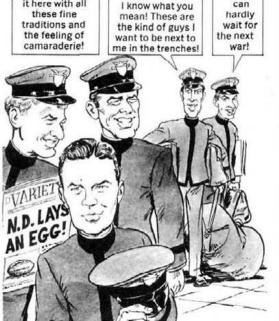
was

That there were

W K AIV

Now

that's









Hello,

I know what you're too











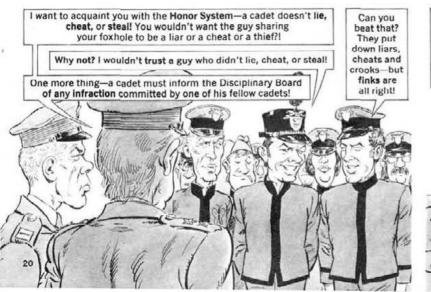


"POINT" OF DISORDER DEPT.

Well, now that the military academies have changed, so should the movies about them. So lower your standards and leave your values on the shelf as we now plunge into MAD's updated version of . . .

THE NEW GRAY LINE





How did you two get into Point? West Like everybody else— we were appointed by a Congressmanl

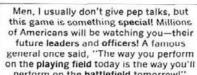
see? And I got her a few dates with this Congressman, see? Lucky for us our appointments came through before he got busted by a sex scandal!

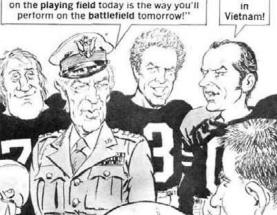
I was living with this chick,

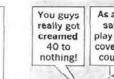












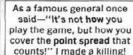
No

wonder

we

blew

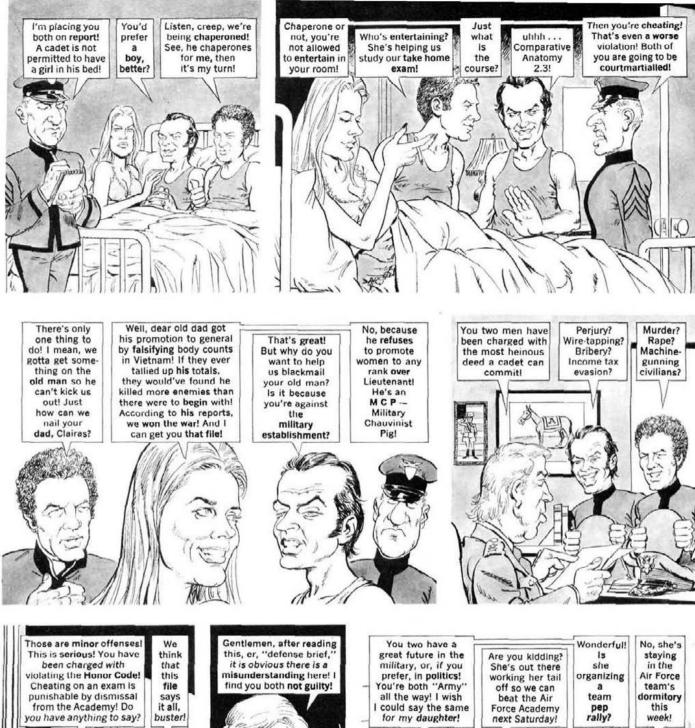
it

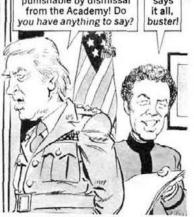




Do we have to stand, or can we just lie here at attention?



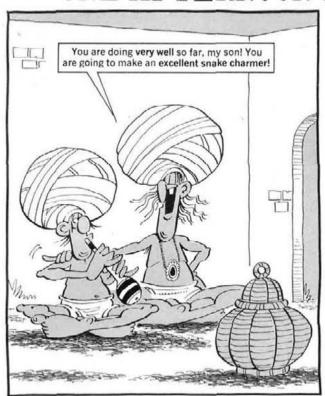


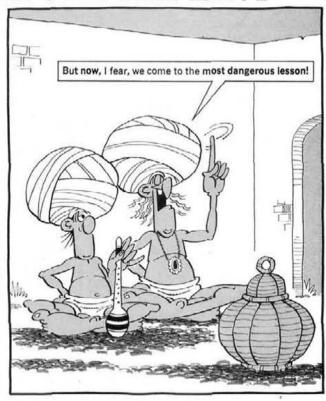


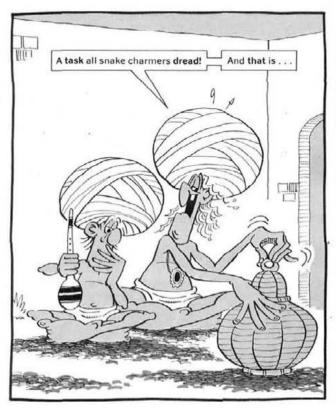


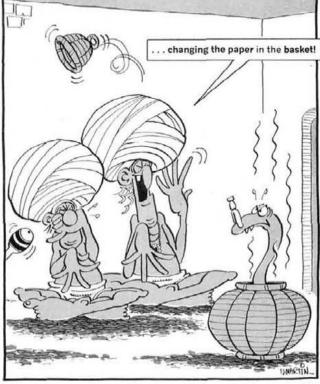


ONE AFTERNOON IN THE FAR EAST







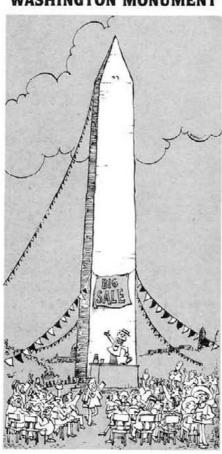


EDIFICE WRECKS DEPT.

Out in Lake Havasu City, Arizona, the London Bridge—formerly of London, England—has been re-erected and now serves as a tourist attraction. In Long Beach, California, one of the world's great ocean liners, the Queen Mary, has been permanently moored, also for the benefit of tourists. And recently, a real estate firm in Missouri attempted to purchase England's

THE MAD SALE OF EX PROPERTIES, LAND

WASHINGTON MONUMENT



DRESS UP any metropolitan area with this distinctive 555-foot high marble obelisk. Since 1885, it has dominated the Washington, D.C. skyline as a towering testimonial to both George Washington and to the ideals of honesty, integrity and selflessness which he embodied. The deterioration and ultimate disappearance of these qualities among contemporary lawmakers, however, had rendered the monument obsolete. Thus, today, it merely serves as a painful conscience-goader for American politicians.

ALCATRAZ



MAXIMUM SECURITY ATTRACTION, ANYONE? Once the "Pearl of the U.S. Penal System", Alcatraz no longer houses convicted criminals, since most felons today either go scot-free or prefer accommodations nearer their literary agents while they work on their autobiographies, etc. This "Slammer Supreme" is a one-of-a-kind property and an ideal stop for tourists in high crime areas. Included are dining facilities, cell blocks, exercise grounds, solitary confinement sections-plus-the world famous "big cage"...once occupied by the Birdman of Alcatraz himself.

YOURS FOR A SONG AT ONLY

THE WHITE HOUSE



RONALD REAGAN SLEPT HERE! But not for long, after he learned that heating and cooling costs alone for this historic barn of a home was increasing the National Debt. by 1.5% annually. So the cost-conscious Chief Executive, who set examples of frugality by first selling the Presidential Yacht, and later hiring out the Presidential Honor Band to play at weedings and bar mitzvahs on weekends, has decided that the upkeep at this Pennsylvania Ave. address is more than the U.S. can afford. The First Family has re-located in a modest but comfortable motel in Alexandria, Virginia, and the famous White House will be delivered safely to any location in the nation of your choice.

PRICE? NO WHITE-WASH HERE AT ONLY \$4,250,000

historic Victoria Station so it could be moved to Kansas City and turned into a shopping mall. Considering our country's current balance of trade payments deficit, maybe we should take a lesson from the English and pick up some badly-needed foreign bucks by following suit and unloading some of our less-than-essential national landmarks and properties. Here, then, is

PENDABLE AMERICAN RKS AND MONUMENTS

WRITER: DENNIS SNEE

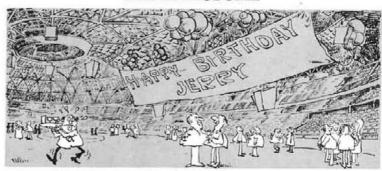
THE SAINT LOUIS ARCH



THE CITY FATHERS of St. Louis, Missouri, hated putting this impressive landmark on the market, but after their unsuccessful court battle over trademark infringement with McDonald's Hamburger Corp., they were forced to. So why not turn St. Louis's loss into your city's gain with this bargain buy? You aren't likely to find another architectural attraction like this at any price. "You deserve a break today," and at this low, low price you're getting one!

GOLDEN OPPORTUNITY AT . \$3,250,000

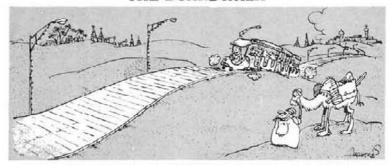
THE ASTRODOME



IT'LL NEVER RAIN ON YOUR PARADE—or sporting event, either once you take delivery on this spectacular climate-controlled arena. Texans don't like being topped...and since New Orleans one-upped them by building a bigger "dome" the powers that be in Houston have elected to let their Astrodome go, and concentrate on their next "super" achievement...enclosing Texas! But in the meantime, you can close in on this unbeatable Texas-size bargain.

YOURS TODAY FOR A PALTRY......\$15,500,000

THE BOARDWALK



PUT AWAY YOUR MONOPOLY MONEY AND LET'S TALK DOLLARS on this famous 7-mile stretch of Atlantic City ocean-front walkway. Always synonymous with successful restaurants, stores, boutiques and other tourist diversions, why not let this famous Boardwalk do the same for your slumping business district? With the advent of legalized gambling in Atlantic City, a new breed of visitors are finding the old wooden Boardwalk ill-suited for their needs. Syndicate "Helpers" constantly require fresh cement in which to dispose of undesirable elements, and "Doorway Debutantes" find it difficult to walk a "street" in which they can catch their heels in gaps between the boards. Therefore, a new, all-concrete sidewalk will replace the famous old Boardwalk just as soon as we can find a buyer for it at our absurdly low, low asking price.

YOURS NOW FOR A BREEZY\$1,350,000

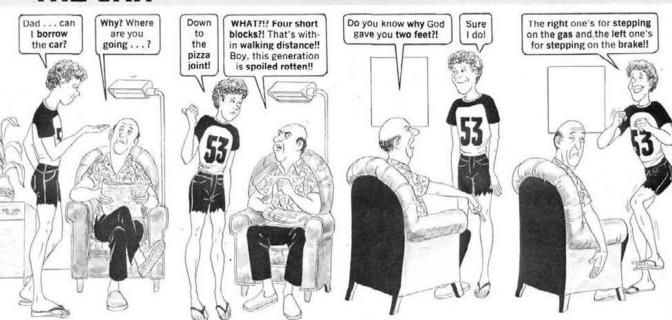
PARKING



BERG's-EYE VIEW DEPT.

THELIGHTE

THE CAR







GRANDPARENTS



RSIDE OF... ARTIST & WRITER: DAVE BERG

CONFESSIONS



JOGGING

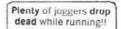
I was watching you jog! You had such a strained expression on your face! Surely, it can't be pleasurable! Why do you do it?



Because it gives me muscle tone! Because it gives my heart a good workout! Because it's very healthy!!

Don't give me that!!







But at least they DIE HEALTHY!!



EATING



Do as your Mother tells you! EAT YOUR SPINACH!! Understand?! Then you'll grow up to be BIG and STRONG!!



Okay! Okay! I'll EAT your spinach! And I'll GROW UP to be big and strong!!



And then I'll TELL you both what you can DO with your lousy spinach!!



DANCING





Your FEET are

REUNIONS

Well, if it isn't my old classmate, Milton Beemish! What've you been doing with yourself all these years?!?





OLD FRIENDS



THE ECONOMY



HOSPITALITY



THE DENTIST



RELATIONSHIPS



I can't imagine WHY! I'm not as good-looking as the rest of you! I'm not as smart as the rest of you! I haven't got as much money as the rest of you!



l can't do ANYTHING as well as the rest of you!





TEENAGERS



Hmm! Now, THAT is a very serious request!



I'll have to take many things into consideration! Let me sleep on it . . . !!



I'll give you my answer tomorrow morning . . .



which will be "NO!"

MEALS



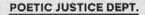
We're EATING
OUT tonight!

Oh?! That sounds great!
Now, you won't have to sweat over a hot stove!!

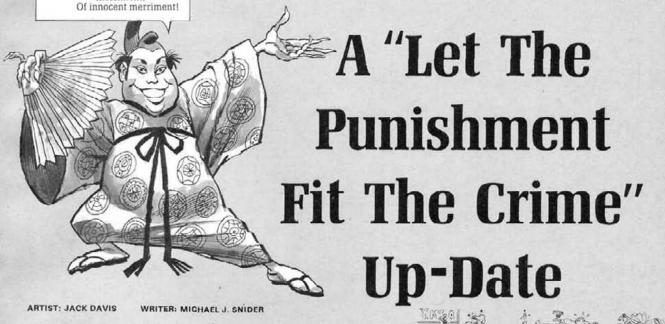




My object all sublime
I shall achieve in time—
To let the punishment
fit the crime,
The punishment
fit the crime;
And make each prisoner pent
Unwillingly represent
A source of innocent
merriment,



This is the introductory verse to an amusing song performed by the title character in "The Mikado." In it, Gilbert and Sullivan then proceed to list their pet hates and the punishments they'd like to see meted out. But since 'The Mikado' was written in 1885, those pet hates are now outdated. Which is why MAD feels it's time for



Our project's aimed at each
Deserving social leech;
We'll make the penalty
fit the breach,
The penalty
fit the breach;
For ev'ry reprobate
We'll coldly calculate,
And give a speciallyfitting fate,
A specially-fitting fate!



The Nuclear Power Apologists who call all our fears unbased:
Their attics and basements
Will serve as encasements
For radioactive waste!



The greedy Professional Athlete
whose salary hikes never cease:
A turnstile he's chained to
So he can explain to
Fans why admissions increase!



The Reckless Driving Highway Clod who has to be finally checked: He'll learn pain and grief well On some cloverleaf hell Where all the exits connect!



The Disco Freak in public places whose giant tape-player blares:
His tapes, we will loot them And then substitute them With hymns and Irish folk airs!



Our project so decreed
Is all but guaranteed
To make the penalty
fit the deed,
The penalty
fit the deed;
And ev'ry crime will be
An opportunity
To try a little
frivolity,
A little frivolity!





The rabid White Supremacist whose tolerance really rots:
We'll gather their legions
And ship them to regions
Like Harlem and Hough and Watts!



The Sidewalk Roller Skating Creep who knocks you right off your feet: We'll force him to travel O'er pot holes and gravel While cab-dodging in the street!



Our project will suffice
To make them pay the price,
To make the penalty
fit the vice,
The penalty fit the vice;
What better way to go—
To stem the shameful flow—
Then make their come-uppance
a propos,
Their come uppance apropos!



The Over-Spending Bureaucrat
whose budget's destined to bust:
His debts, we've enacted
Will all be contracted
To "Mafia Loan & Trust"!



The preaching Religious Fanatics who babble, chatter and stare: They'll all be sequestered And thoroughly pestered By Madalyn Murray O'Hair!



The Punk Rock Band whose musical talents obviously don't exist:

They're helped by obtaining Remedial training
In Beethoven, Brahms and Liszt!



The sneaky Real Estate Promoters who change swamps into gold: We'll only let buy land Around Three Mile Island And sell 'til all of it's sold!



The Fiends Who Write Those TV Ads that have us all revolted: They'll all meet their doom In a huge screening room We'll make them watch an endless show of all they've e'er begat: Every (yecch!) bathtub ring; Stupid products that sing; Clod "Whipple" and "Morris The Cat"!



Kow Gan You Po

ARTIST: PAUL COKER



... a Politician who preaches energy conservation ... and drives a big gas guzzler!



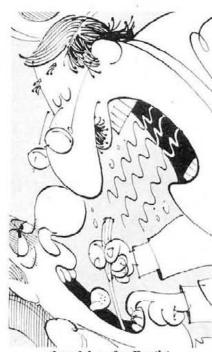
. . a Doctor who advises you to stop smoking . . . with a full ash tray on his desk!



... a commercial by a top star ... when you read he got paid \$150,000 to make it!



... a Health Food Store clerk ... who looks like death warmed over!



... the advice of a Dentist ... who has (yecch) Denture Breath!

SSIBLY BELIEVE...

WRITER: GEORGE HART



... that mastery of a school subject will help you to rise to the top of your chosen field ... when it's told to you by a teacher who's been in the same dead-end job for 30 years!



... a guy who spends all his time selling a \$10 course on "How To Get Rich Playing Blackjack"... instead of going to Las Vegas and getting rich that way himself!



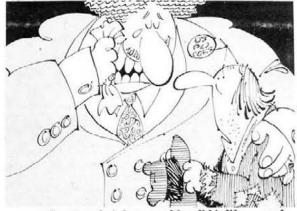
...TV ads that tell you how wonderful milk is ... when they're paid for by the American Dairy Council!



... that white bread can "build strong bodies ten ways"... when it's so filled with chemicals, even bugs won't eat it!



... the United States Government, when it tells you smoking cigarettes is deadly . . . and then subsidizes tobacco growers!



... a Senator who's been wealthy all his life . . . and claims that he understands the problems of the poor!

Several years ago, Thor Heyerdahl crossed the Atlantic in a boat made of reeds. Recently, the first Atlantic crossing in a hot air balloon was accomplished. And, of course, numerous swimmers have attempted to cross previously unconquered stretches of open sea from time to time. These

ARTIST: JACK RICKARD WRITER: DENNIS SNEE

NEW YORK CABBIE DRIVES CROSSTOWN WITH NO HORN

NEW YORK, N.Y.-Defying the odds and sneering at tradition, Manhattan cabbie Max Scrimshaw drove from the West Side to the East Side today with the horn of his cab disconnected.

"We always knew Max was a little crazy," commented a fellow cabbie, "but this stunt proves it! Imagine! A cab driver in New York with no horn! What guts!"

With his horn inoperative, Scrimshaw was limited to using physical gestures and verbal abuse on opposing pedestrians and other vehicles during the 2-hour drive



NFL BALLCARRIER CROSSES GOAL LINE AND DOESN'T SPIKE BALL

Houston, Texas-Houston Oiler halfback Bobby Joe Bobbyvitch scored a touchdown this afternoon in a game against Cleveland that will long be remembered by football

The seven-yard drive up the middle was not exceptional in itself, but after crossing the goal line, Bobby Joe refrained from spiking the ball, which is the first time anyone in the NFL has scored without hamming it up in almost nine years.

"I don't know how I managed to stop myself," said an elated Bobby Joe after the game while facing reporters. Whether it will change the face of the game or not, I just can't say!'

Team mates awarded Bobby the ball at the final



RD COSELL FIRST TO TALK NON-STOP ON OVERSEAS FLIGHT

LONDON, ENGLAND-Howard Cosell, noted TV personality, set a world's record today, and nearly caused a tragedy in the process. Cosell became the first man in history to make a trans-Atlantic crossing while talking non-stop, and as a result, almost incited the entire First Class Section to riot.

We watched and listened in morbid fascination," said a shaken Mrs. Hymie Shrineboat, one of the First Class passengers, describing the flight, "but two hours out of New York, we realized we were doomed to a non-stop yapping exhibition by a master of

Asked if he was surprised that he'd accomplished the feat on his first attempt, Cosell responded with a 37-minute oration that said, in essence, "No, I'm not surprised!"

Cosell appeared to suffer no adverse effects from his ordeal, although his vocal chords were treated for exhaustion at Heathrow Airport Medical Facility.



Leon Spinks Drives 25 Miles With No Incident

CHARLESTON, SOUTH CAROLINA Former Heavyweight Champ Leon Spinks drove his late model Corvette 25 miles today without hitting another auto, losing control of his car, or being charged with a moving violation by an officer of the law.

The announcement was made by Spinks's auto insurance company, Lloyds of London, which had previously put the odds of such a feat at 300-to-1. Spinks himself was elated at the achievement. He had completed the 25-mile accident-free drive during a trip to his newly-opened "Leon Spinks School For Free-Lance Orthodontists" which held dedication ceremonies this morning with Spinks as the featured speaker/smiler.

Additional drives by Spinks are scheduled

"crossings" usually make front page news. But, there are equally startling and courageous sojurns that don't! Here's a MAD collection of-

Woman Drives Cross-Country Without One Fast-Food Stop

SAN FRANCISCO, California-Monica Nesselrode successfully completed a trans-America tour today during which she refused to eat at any fast-food restaurant, take-out shop or roadside stand.

"I was tempted by Burger Kings, Pizza Huts and Ken-tucky Fried Chicken stands throughout the trip," said a infougnout the trip, said a jubilant Ms. Nesselrode, "but II only waivered once. Near Kearney, Nebraska, I got within sight of a MacDonalds, and onformed a severa Rig Mag and suffered a severe Big Mac attack. Knowing there were people inside with their cyes on their fries, while I had to keep mine on the road, took a lot of will power not to cave

Ms Nesselrode, who was once diagnosed as a "terminal junkfood junkie," celebrated the completion of her trip by allowing herself a sevencourse meal at seven separate fast-food franchises, starting

TOURIST TRAVELS THROUGH LAS VEGAS AND DOESN'T GAMBLE

LAS VEGAS, NEVADA-In this city of professional gamblers, Arnold Sworgg took a big chance—and won!

Sworgg, 44, arrived in Las Vegas at noon today, and drove down its famed Strip without once stopping to make a bet or buy a chip.

"I figured it was a 70-to-1 shot," said oddsmaker Nick the Arab.

According to Sworgg, it took a lot of determination, and his closest brush with losing the gamble came in a Men's Room, "They had the standard one-armed bandit inside, but I hit my lip, took three pulls on the paper towel dispenser, and high-tailed it out of

Sworgg's next record-setting at-tempt will be to travel through Atlan-

STARLET TAKES PLUNGE! First To Swim Across Pool Of **Movieland Home**

HOLLYWOOD, CALIFORNIA-Blossoming actress Tanya Tanthighs, 23, became the first person to swim across the pool of her luxurious mansion today.

"The pool here at my mansion had never been swum across before," said a dripping Tanya afterwards. "In fact, it had never been swum in at all! Like most Hollywood pools, it was mostly for show!"

Evidently the actress is right about the lack of use pools receive in the Hollywood area. A recent survey revealed that 88% are solely for status symbol value, 8% are for swimming and recreation, and 4% are for locating the bodies of people who commit suicide when they are unable to meet the mortgage payments on their homes and pools.

If God didn't want me to swim, He wouldn't have given me this pool—or this fabulous body that looks so delicious in a swim suit," added Ms. Tanthighs. "Ionly

Swimmer Braves Hazards In East River Crossing

swimmer Barbara Gillman, 26, became the first person in modern history to swim the East River today, enduring pollutants, debris, boats and hostile marine life.

"I knew it was possible," said the plucky swimmer after her successful feat. "The East River has had a lot of bad press about its pollution, and I was lucky to make the crossing on a good day." She was referring to the fact that a Liberian tanker had accidentally dumped 700,000 gallons of crude oil into the river this morning, raising the quality of the water to its highest level in 30 years.

Ms. Gilman said she encountered tires, trees, planks, furniture, styrofoam cups and a man on a raft who claimed to be the great great grandson of Huckleberry Finn during her swim. "But the biggest surprise

Woman Walks Through Macy's Sale And Doesn't Buy One Single Thing

NEW YORK CITY, NEW YORK-She walked less than a mile in all, but for Mrs. Sylvia Layton and millions of pathological, chronic shoppers like her, it was a landmark

"If anyone had told me five years ago that I could walk through Macy's during a sale and not buy anything, I would have laughed at them," said a delighted Mrs. Lay-

Outside the store, witnesses cheered when Mrs. Layton emerged without any packages, and some of the bystanders even burned their credit cards as gestures that they, too, would control their indiscriminate buying in the days ahead...





STILL MORE CAN OF HISTORICA



CHEOPS SELECTS SITE FOR HIS PYRAMID

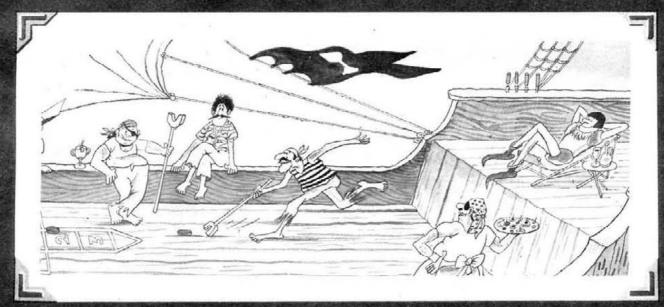


BUSINESS BACK TO NORMAL AT THE O.K. CORRAL



DID SNAPSHOTS L CELEBRITIES

ARTIST & WRITER: PAUL PETER PORGES



A QUIET MOMENT ON THE "SANTA MARIA," ONE DAY OUT OF SPAIN



PICASSO DOODLES WHILE ON THE PHONE



PROF. EINSTEIN DECIDES TO LET HIS HAIR GROW



ATTILA THE HUN ACCIDENTALLY INVENTS STEAK TARTAR



FATHER-AND-SON DAY AT THE PANAMA CANAL DIGGINGS



THE FIRST JUNK MAIL IS CARRIED BY THE PONY EXPRESS

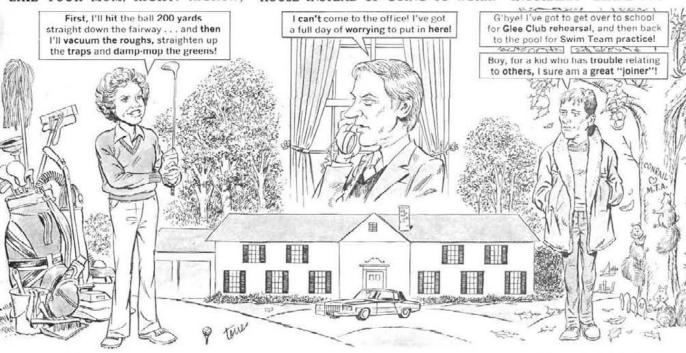
THAT'S THE WAY THE KOOKIES CRUMBLE DEPT.

HERE WE GO WITH OUR VERSION OF A MOVIE ABOUT ORDINARY PEOPLE WHO LIVE IN THIS ORDINARY \$450,000 SUBURBAN HOME...

... AND ABOUT AN ORDINARY MOTHER WHO IS ONE OF THE GREAT LOOKERS OF OUR TIME (JUST LIKE YOUR MOM, RIGHT?), AND WHO IS AN ORDINARY CHAMPION GOLFER (JUST LIKE YOUR MOM, RIGHT?), AND WHO IS A NUT ABOUT CLEANLINESS AND ORDER (JUST LIKE YOUR MOM, RIGHT?—RIGHT!!)

MND ABOUT AN ORDINARY FATHER WHO IS TERRIBLY CONCERNED ABOUT HIS WIFE'S AND SON'S HAPPINESS (JUST LIKE YOUR DAD, RIGHT?) ACTUALLY, HE SHOULD BE MORE CONCERNED ABOUT THEIR STARVING . . SINCE HE'S ALWAYS HANGING AROUND THE HOUSE INSTEAD OF GOING TO WORK!

... AND ABOUT AN OR-DINARY HIGH SCHOOL KID WITH AN ORDINARY DEEP DARK SECRET WHO HAS JUST RETURNED FROM THE ORDINARY STATE HOSPITAL FOR THE INCURABLY BLAND ...



HMMM! COME TO THINK OF IT, THESE AREN'T ORDINARY PEOPLE AT ALL! ACTUALLY, THIS MOVIE SHOULD HAVE BEEN CALLED . . .

Extraordinary People



















LATE ONE EVENING ON DEATH ROW











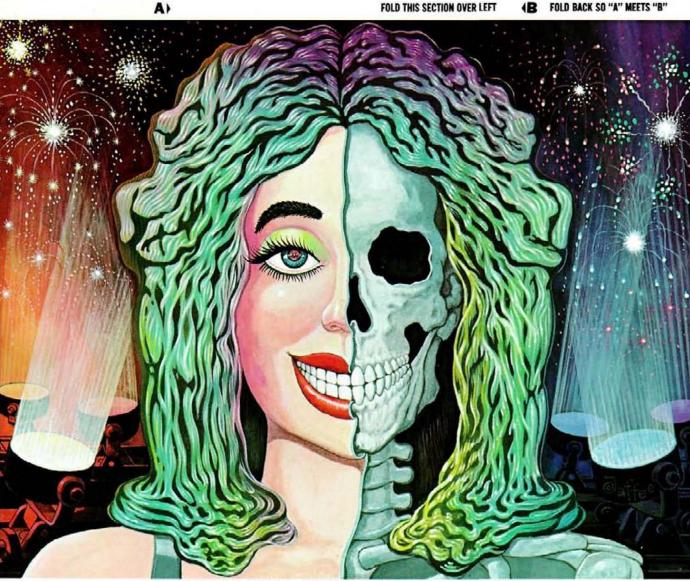


WHAT IS ALWAYS THE MOVIE **INDUSTRY'S GHASTLIEST PRODUCTION?**

HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

Each year, Hollywood offers one production that makes everyone's skin crawl. Usually, it is the most horrible thing to come out of "tinsel town" that year. To discover the title of that hideous show for this year, fold in the page as shown . . .





ARTIST & WRITER: AL JAFFEE

THROUGH THE YEARS, HORROR PICTURES HAVE BECOME OFFENSIVE AND DISGUSTING. THESE MOVIES CAN SCAR A YOUNGSTER'S MIND. NO AMOUNT OF MONETARY REWARD SHOULD JUSTIFY ANYTHING THAT SINKS QUITE SO LOW!

